IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (**Currently Amended**) A method for processing electronic orders comprising the computer implemented steps of:

receiving, at an intermediary disposed between and separate from a mobile device and a plurality of merchants, first order data for an order and device identification data from the mobile device, wherein the first order data identifies one or more products or services that a user associated with the mobile device desires to purchase from one of the plurality of merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order, and wherein the device identification data identifies the mobile device;

storing, at an intermediary, information that specifies the minimum set of data required by the one merchant to completely process the order;

comparing, by the intermediary, first order data to the minimum set of data required by the one merchant to completely process the order;

retrieving, by the intermediary, based upon the comparison and the device identification data, at least one data item that is not included in the first order data, but that is needed to have the minimum set of data required by the one merchant to completely process the order;

generating, by the intermediary, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order; and

providing the second order data to the one merchant for processing.

2. (**Previously Presented**) The method as recited in Claim 1, wherein the method further comprises:

receiving user authentication data for a user associated with the mobile device, and

authenticating the user using the user authentication data.

3. (**Previously Presented**) The method as recited in Claim 2, wherein the user authentication data includes a Personal Identification Number (PIN) for the user and

wherein the method further comprises authenticating the user using the PIN.

4. (**Previously Presented**) The method as recited in Claim 1, wherein the first order data further comprises user identification data that identifies the user,

wherein the method further comprises retrieving, based upon the customer user identification data, order fulfillment information associated with the user and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

5. (**Previously Presented**) The method as recited in Claim 4, wherein the order fulfillment information includes billing information for the user,

wherein the step of retrieving order fulfillment information associated with the user includes retrieving billing information for the user and

wherein the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the billing information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

6. (**Previously Presented**) The method as recited in Claim 4, wherein the order fulfillment information includes shipping information for the user and

wherein the step of retrieving order fulfillment information associated with the user includes retrieving shipping information for the user.

7. (**Previously Presented**) The method as recited in Claim 1, wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data in a format required by the one merchant to completely process the order.

8. (**Previously Presented**) The method as recited in Claim 1, wherein the method further comprises retrieving product information based upon the first order data, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the product information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

9. (**Previously Presented**) The method as recited in Claim 1, wherein the method further comprises:

determining that the one merchant cannot completely process the order; and

providing the second order data to a second one of said plurality of merchants for processing.

10. (**Previously Presented**) The method as recited in Claim 1, wherein the order is for a particular product or service,

wherein the order cannot be completely processed by the one merchant, and

wherein the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at

least one data item, second order data that includes the minimum set of data required by the one merchant to completely process an order for a second product or service.

11. (**Previously Presented**) The method as recited in Claim 1, wherein the first order data and the device identification data are received from the mobile device over a wireless communications link.

12. (**Previously Presented**) The method as recited in Claim 1, wherein the mobile device is a mobile telephone and

wherein the device identification data is a telephone number for the mobile telephone.

13. (**Previously Presented**) The method as recited in Claim 1, wherein the mobile device is a personal digital assistant.

14. (**Previously Presented**) The method as recited in Claim 1, wherein the mobile device is a mobile personal computer.

15. (**Currently Amended**) A computer-readable medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:

receiving, at an intermediary disposed between and separate from a mobile device and a plurality of merchants, first order data for an order and device identification data from the mobile device, wherein the first order data identifies one or more products or services that a user associated with the mobile device desires to purchase from one of the plurality of a merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order, and wherein the device identification data identifies the mobile device;

storing, at an intermediary, information that specifies the minimum set of data required by the one merchant to completely process an order;

comparing, by the intermediary, first order data to the minimum set of data required by the one merchant to completely process the order;

retrieving, by the intermediary, based upon the comparison and the device identification data, at least one data item that is not included in the first order data, but that is needed to have the minimum set of data required by the one merchant to completely process the order;

generating, by the intermediary, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order; and

providing the second order data to the one merchant for processing.

16. (**Previously Presented**) The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving user authentication data for a user associated with the mobile device; and

authenticating the user using the user authentication data.

17. (**Previously Presented**) The computer-readable medium as recited in Claim 16, wherein the user authentication data includes a Personal Identification Number (PIN) for the user, and

wherein the computer-readable medium further comprises one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of authenticating the user using the PIN.

18. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the first order data further comprises user identification data that identifies a user,

wherein the computer-readable medium further comprises one or more additional sequences of instructions which, when executed by the one or more processors, cause the one

or more processors to perform the step of retrieving, based upon the user identification data, order fulfillment information associated with the user, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

19. (**Previously Presented**) The computer-readable medium as recited in Claim 18, wherein the order fulfillment information includes billing information for the user,

wherein the step of retrieving order fulfillment information associated with the user includes retrieving billing information for the user, and

wherein the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the billing information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

20. (**Previously Presented**) The computer-readable medium as recited in Claim 18, wherein the order fulfillment information includes shipping information for the user, and

wherein the step of retrieving order fulfillment information associated with the user includes retrieving shipping information for the user.

21. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data in a format required by the one merchant to completely process the order.

22. (**Previously Presented**) The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one ore more processors, cause the one or more processors to perform the steps of:

retrieving product information based upon the first order data, and the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one, data item and the product information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

23. (**Previously Presented**) The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

determining that the one merchant cannot completely process the order; and

providing the second order data to a second one of said plurality of merchants for processing.

24. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the order is for a particular product or service,

wherein the order cannot be completely processed by the one merchant, and

wherein the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process an order for a second product or service.

25. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the first order data and the device identification data are received from the mobile device over a wireless communications link.

26. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the mobile device is a mobile telephone and

wherein the device identification data is a telephone number for the mobile telephone.

27. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the mobile device is a personal digital assistant.

28. (**Previously Presented**) The computer-readable medium as recited in Claim 15, wherein the mobile device is a mobile personal computer.

29. (**Currently Amended**) A computer system for processing electronic orders comprising:

one or more processors; and

a memory communicatively coupled to the one or more processors, wherein the memory includes one or more sequences of one more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving, at an intermediary disposed between and separate from a mobile device and a plurality of merchants, first order data for an order and device identification data from the mobile device, wherein the first order data identifies one or more products or services that a user associated with the mobile device desires to purchase from one of the plurality of merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order, and wherein the device identification data identifies the mobile device;

storing, at an intermediary, information that specifies the minimum set of data required by the one merchant to completely process an order;

comparing, by the intermediary, first order data to the minimum set of data required by the one merchant to completely process the order;

retrieving, by the intermediary, based upon the comparison and the device identification data, at least one data item that is not included in the first order data, but that is

needed to have the minimum set of data required by the one merchant to completely process the order;

generating, by the intermediary, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order; and

providing the second order data to the one merchant for processing.

30. (**Previously Presented**) The computer system as recited in Claim 29, wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving user authentication data for a user associated with the mobile user device, and

authenticating the user using the user authentication data.

31. (**Previously Presented**) The computer system as recited in Claim 30, wherein the user authentication data includes a Personal Identification Number (PIN) for the user and

wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of authenticating the user using the PIN.

32. (**Previously Presented**) The computer system as recited in Claim 29, wherein the first order data further comprises user identification data that identifies a user,

wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of retrieving, based upon the user identification data, order fulfillment information associated with the user and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant

to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

33. (**Previously Presented**) The computer system as recited in Claim 32, wherein:

the order fulfillment information includes billing information for the user,

wherein the step of retrieving order fulfillment information associated with the user includes retrieving billing information for the user and

wherein the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the billing information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

34. (**Previously Presented**) The computer system as recited in Claim 32, wherein the order fulfillment information includes shipping information for the user and

wherein the step of retrieving order fulfillment information associated with the user includes retrieving shipping information for the user.

35. (**Previously Presented**) The computer system as recited in Claim 29, wherein the step of generating, based upon the first order data and the at feast one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data in a format required by the one merchant to completely process the order.

36. (**Previously Presented**) The computer system as recited in Claim 29, wherein the memory includes one or more additional sequences of one or more instructions which, when

executed by the one or more processors, cause the one or more processors to perform the step of retrieving product information based upon the first order data, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the product information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

37. (**Previously Presented**) The computer system as recited in Claim 29, wherein the memory further includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

determining that the one merchant cannot completely process the order, and providing the second order data to a second one of said plurality of merchants for processing.

38. (**Previously Presented**) The computer system as recited in Claim 29, wherein the order is for a particular product or service,

wherein the order cannot be completely processed by the merchant, and

wherein the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process an order for a second product or service.

39. (**Previously Presented**) The computer system as recited in Claim 29, wherein the first order data and the device identification data are received from the mobile device over a wireless communications link.

40. (**Previously Presented**) The computer system as recited in Claim 29, wherein the mobile device is a mobile telephone and the device identification data is a telephone number for the mobile telephone.

41. (**Previously Presented**) The computer system as recited in Claim 29, wherein the mobile device is a personal digital assistant.

42. (**Previously Presented**) The computer system as recited in Claim 29, wherein the mobile device is a mobile personal computer.

43. (**Currently Amended**) An apparatus for processing electronic orders comprising:

an information repository; and

a transaction facilitator disposed between and separate from a mobile device and a plurality of merchants and communicatively coupled to the information repository, wherein the transaction facilitator is configured to:

receive from ~~a~~ the mobile device over a wireless communications link first order data for an order and device identification data, wherein the first order data comprises information relating to one or more products or services that a user associated with the mobile device desires to purchase from one of ~~a~~ the plurality of merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order and the device identification data identifies the mobile device;

storing, at an intermediary, information that specifies the minimum set of data required by the one merchant to completely process an order;

comparing, by the intermediary, first order data to the minimum set of data required by the one merchant to completely process the order;

retrieve from the information repository, based upon the comparison and the device identification data, at least one data item that is not contained in the first order data, but that is needed to have the minimum set of data required by the one merchant to completely process the order;

generate, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order, and

provide the second order data to the one merchant for processing.

44. (**Previously Presented**) The apparatus as recited in Claim 43, wherein the one merchant is configured with a web-based order interface, and

wherein the second order data is provided directly to the one merchant, circumventing the web-based order interface.